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WHAT IS CLAIMED IS:

A liquid crystal display device comprising:
a display section which uses liquid crystal with a memory effect;
a driving section which drives the display section; and
a control section which controls the driving section to write currently displayed information on the display section again at a specified time.

10 2. The liquid crystal display device according to claim 1, wherein the liquid crystal is chiral nematic liquid crystal which exhibits a cholesteric phase.

15 3. The liquid crystal display device according to claim 1, wherein:
the display section has a detecting section which detects a contact action with a screen of the display section; and
the control section controls the driving section to write currently displayed information on the display section again when a contact action is detected by the detecting section.

20 4. The liquid crystal display device according to claim 3, wherein the detecting section is a touch sensor.

25 5. The liquid crystal display device according to claim 1, wherein the control section controls the driving section to write currently displayed information on the display section at uniform intervals of a specified time.

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6. The liquid crystal display device according to claim 1, wherein the control section controls the driving section to perform writing on part of the display section and thereafter to write currently displayed information on the display section again.

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7. The liquid crystal display device according to claim 1, further comprising an electric power source.

8. The liquid crystal display device according to claim 7, wherein:

10 the electric power source is a secondary battery; and

the liquid crystal display device further comprises a terminal through which electricity is charged in the secondary battery from an external device.

15 9. The liquid crystal display device according to claim 8, wherein the external device is a refrigerator.

10. The liquid crystal display device according to claim 7, wherein the control section stops supply of electric power to the driving section after 20 writing on the display section.

11. The liquid crystal display device according to claim 10, further comprising a booster circuit which raises a voltage supplied from the power source and applies the raised voltage to the driving section;

25 wherein the control section stops supply of electric power to the driving section by inactivating the booster circuit.

12. The liquid crystal display device according to claim 1, which is attachable to and detachable from an external device.

13. The liquid crystal display device according to claim 12, wherein
5 the external device is a refrigerator.

14. The liquid crystal display device according to claim 1, wherein the information is about at least one of a calendar, a recipe, a message, stock, a picture and data reception from outside.

10- 15. A method for driving a liquid crystal display which uses liquid crystal with a memory effect, said method comprising the steps of:

driving the liquid crystal display to write specified information thereon; and

15 writing the information again on the liquid crystal display at a specified time.